

Great American Media      Democratic Congressional Cpgn Comm/ Issue  
 1010 Wisconsin Avenue NW      Submission Number 261      Issue 2  
 Washington DC 20007

**NBC 17**  
 accurate, balanced, to the point



**WNCN-TV**  
 1205 Front St.  
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client:	Democratic Congressional Cpgn Comm/ Issue	Submission Cost:	24455	Campaign Ref:	E:063372720
Buyer:	..	Client/Product/Estimate:	11 /14 /1576	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06337272
Est./PO Number:	06337272	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Dccc	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	C
1	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03	175	30 Comme	Nbr of Spots	4		4
6	M-F 6a News ..WTF..	03	350	30 Comme	Nbr of Spots	2		2
8	M-F 730p Extra ..WTF..	03	275	30 Comme	Nbr of Spots	2		2
9	M-F 9a Today Show II ..WTF..	03	250	30 Comme	Nbr of Spots	2		2
11	M-Su 11p News ..WTFS.	03	615	30 Comme	Nbr of Spots	2		2
12	M-F 1135p ET / 1035p CT Tonight Show M.....	03	175	30 Comme	Nbr of Spots	1		1
15	Ryder Cup Sat MTWTSS Isolations: W/C 09/24 .....S.	01	1200	30 Comme	Nbr of Spots	1		1
16	Ryder Cup Sun MTWTSS Isolations: W/C 09/24 .....S	01	1200	30 Comme	Nbr of Spots	1		1
17	M-Su Late News Late Run .....S	02	2000	30 Comme	Nbr of Spots	1		1

Weekly Totals: Total Spots(Ord Spots)	29	3	32
Closed PR	1		1

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	C
18	Sun 6p News .....S	03	200	30 Comme	Nbr of Spots 1		1	
19	M-F 4p Ellen ..WTF..	03	250	30 Comme	Nbr of Spots 1		1	
20	M-F 5p Judge Judy ..WTF..	03	250	30 Comme	Nbr of Spots 3		3	
21	M-F 530p Judge Judy ..WTF..	03	250	30 Comme	Nbr of Spots 3		3	
22	M-F 6p News ..WTF..	03	400	30 Comme	Nbr of Spots 2		2	
23	M-F 7a Today Show ..WTF..	03	650	30 Comme	Nbr of Spots 2		2	
24	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	03	11000	30 Comme	Nbr of Spots 1		1	
25	M-F 4p Ellen M.....	03	250	30 Comme	Nbr of Spots 1		1	
26	M-F 7a Today Show M.....	03	650	30 Comme	Nbr of Spots 1		1	
27	M-F 4p Ellen ...TF..	03	250	30 Comme	Nbr of Spots 1		1	
Weekly Totals: Total Spots (Ord Spots)					29	3	32	
Closed PR					1		1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
19	M-F 4p Ellen	:30 Commercial	09/24/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	E:063372720

Grand Totals

		Month 9 Weeks: 5 09/24			Month 10 Weeks: 4 10/01			
Totals		32			29			3
Cost		24455			23380			1075

Grand Totals:	Spots:	32
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Gross Total:	24,455.00
Commission:	3,668.25
Net Total:	20,786.75

SEP26/12 14.58  
\*\*\* WNCN-TV \*\*\*

PROGRAM : NBC 17 NEWS AT 6PM  
CON COM1 : NBC 17 NEWS AT 6PM

FAX# 703-516-9680

**\*\* CHANGES \*\***

SEP26/12 14.58  
\*\*\* WNCN-TV \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP26/12 14.58  
 \*\*\*CHANGES\*\*\* \*\* WNCN-TV \*\*\*  
 REP HEADLINE# 6337272 TRF# E:063372  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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18	A		600P-630P	30		\$200.00	9/30	9/30	1		SUN	1
PROGRAM : SUN 6P NEWS ORD COM1: NO SAT 6P NEWS D/T SPORTS - MG BOOKED SUN 6P NEWS 9/30 ORD COM2: PLS ADVISE THIS IS A MAKE-GOOD FOR SEP29 ON LINE-11 FOR 1 SPOT/WK STATION MAKEGOOD OFFERS: M1 OK'D BUY#11 MISSED: SAT/600P-630P SEP29 30S \$200.00 (SEP25/12) OFFER: SUN/600P-630P SEP30 30S \$200.00 PLS ADVISE. CMT: NO SAT 6P NEWS D/T SPORTS - MG BOOKED SUN 6P NEWS 9/30 CMT: PLS ADVISE												

SEP/12 23380.00 OCT/12 \$1,075.00 CONTRACT TOTAL 24455.00  
 TOTAL SPOTS 32

MARKET TOTALS \$244,550 WNCN 10% WRAL 40% WTVB 40% WRAZ 8% WRDC 0% WLFL 2% CABL 0%  
 ESTIMATED SHARES

SVC- NSI BOOKS- OCT/11 NOV/11 NOV/PJ EST/ES  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6337272  
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM STATION SEP25/12 13.10  
\*\*\* WNCN-TV \*\*\*

ADV #	ADV. NAME	ISS/DCCC	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	GREAT AMERICAN MEDIA	BUYER NAME	MIKE FURMAN	
		3050 K ST NW,	SALES PRSN	WA- MICK NESCI (H)	
		WASHINGTON, DC 20007			
ORDER #	CONTRACT #	6337272	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	DCCC	EST#1576	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	SEP25/12	OCT1/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	SEP25/12	13.10

REP: NEW ORDER  
TTL 24455 @ 32X  
PLS CFM  
THANKS, MIKE FOR MICK

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NOTICE: DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE  
CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 24455.00  
TOTAL SPOTS 32

REP HEADLINE# 6337272  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP25/12 10.45  
\*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/DCCC REP. # OFF. # SALESMAN #  
AGY # AGY. NAME GREAT AMERICAN MEDIA BUYER NAME MIKE FURMAN

3050 K ST NW,

SALES PRSN WA- MICK NESCI (H)

WASHINGTON, DC 20007

ORDER # CONTRACT # 6337272 CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC EST#1576 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 OCT1/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP25/12 10.45

REP: NEW ORDER  
TTL 24455 @ 32X  
PLS CFM  
THANKS, MIKE FOR MICK

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1135P-1235A	30		\$175.00	9/25	9/28	4		TU-F	4
AGENCY ADVERTISER CODE = 11												
AGENCY PRODUCT CODE = 14												
AGENCY EST# = 1576												
PROGRAM : TONIGHT SHOW												
CON COM1 : TONIGHT SHOW												
2			400P-500P	30		\$250.00	9/25	9/28	2		TU-F	2
PROGRAM : ELLEN												
CON COM1 : ELLEN												
3			500P-530P	30		\$250.00	9/25	9/28	3		TU-F	3
PROGRAM : JUDGE JUDY												
CON COM1 : JUDGE JUDY												

MMW  
9/25

REP HEADLINE# 6337272  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP25/12 10.45  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			530P-600P	30	210	\$250.00	9/25	9/28	3	120	TU-F	3
PROGRAM : JUDGE JUDY												
CON COM1 : JUDGE JUDY												
5			600P-630P	30	305	\$400.00	9/25	9/28	2	190	TU-F	2
PROGRAM : NBC 17 NEWS AT 6P												
CON COM1 : NBC 17 NEWS AT 6P												
6			600A-700A	30		\$350.00	9/25	9/28	2		TU-F	2
PROGRAM : NBC 17 TODAY AT 6A												
CON COM1 : NBC 17 TODAY AT 6A												
7			700A-900A	30	550	\$650.00	9/25	9/28	2	200	TU-F	2
PROGRAM : TODAY SHOW												
CON COM1 : TODAY SHOW												
8			730P-800P	30		\$275.00	9/25	9/28	2		TU-F	2
PROGRAM : EXTRA												
CON COM1 : EXTRA												
9			900A-1000A	30		\$250.00	9/25	9/28	2		TU-F	2
PROGRAM : TODAY SHOW 2												
CON COM1 : TODAY SHOW 2												
10			1200N-700P	30		\$1,200.00	9/29	9/30	2		SA-SU	2
PROGRAM : RYDER CUP												
CON COM1 : RYDER CUP												
11			600P-630P	30		\$200.00	9/29	9/29	1		SAT	1
PROGRAM : NBC 17 NEWS AT 6PM												
CON COM1 : NBC 17 NEWS AT 6PM												
12			1130P-1205A	30		\$2,000.00	9/30	9/30	1		SUN	1
PROGRAM : NBC NEWS AFTER FOOTBALL												
CON COM1 : NBC NEWS AFTER FOOTBALL												

*Handwritten notes:*  
 \* 11 mla -> Sun 6p  
 (Circled 'm' and '11')



REP HEADLINE# 6337272  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP25/12 10.45  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			815P-1130P	30	8200	11000.00	9/30	9/30	1	2800	SUN	1
PROGRAM : SUNDAY NIGHT FOOTBALL												
CON COM1: SUNDAY NIGHT FOOTBALL												
14			1100P-1135P	30		\$615.00	9/25	9/30	2		TU-SU	2
PROGRAM : NBC 17 NEWS AT 11												
CON COM1: NBC 17 NEWS AT 11												
15			1135P-1235A	30		\$175.00	10/1	10/1	1		MON	1
PROGRAM : TONIGHT SHOW												
CON COM1: TONIGHT SHOW												
16			400P-500P	30	225	\$250.00	10/1	10/1	1	25	MON	1
PROGRAM : ELLEN												
CON COM1: ELLEN												
17			700A-900A	30	550	\$650.00	10/1	10/1	1	100	MON	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
SEP/12			23380.00	OCT/12		\$1,075.00						
CONTRACT TOTAL												24455.00
TOTAL SPOTS												32

3605

MARKET TOTALS \$244,550 WNCN 10% WRAL 40% WTVB 40% WRAZ 8% WRDC 0% WLFL 2% CABL 0%  
 ESTIMATED SHARES  
 SVC- NSI BOOKS- OCT/11 NOV/11 NOV/PJ EST/ES  
 DEMOS- RA35+\*

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Sarah Levene  
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Total Charges:**

This broadcast time will be used by: Democratic Congressional Campaign Committee

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**
☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

*Democratic Congressional Campaign Committee*  
*430 South Capitol St.*  
*Washington, DC 20003*

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

*Krishna Mark, Chief Operating Officer*

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

4/18/11      *[Signature]*      202 338 8700  
 Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted                      ☐ Accepted in Part                      ☐ Rejected

\_\_\_\_\_  
 Signature                      Printed Name                      Title